

Message Text

LIMITED OFFICIAL USE

PAGE 01 SEOUL 02829 042318 Z

70

ACTION COME-00

INFO OCT-01 EA-11 ADP-00 EB-11 XMB-07 CIAE-00 INR-10

NSAE-00 RSC-01 TRSE-00 AID-20 IGA-02 L-03 SS-15 RSR-01

/082 W

----- 111252

R 040729 Z MAY 73

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 7659

INFO AMEMBASSY SAIGON

LIMITED OFFICIAL USE SEOUL 2829

E. O. 11652: N/ A, DECLAS MAY 1, 1974

TAGS: EFIN, ETRD, KS

SUBJECT: SELLING U. S. EQUIPMENT IN KOREA

REF: A. STATE 80968; B. SEOUL 2548

FOR COMMERCE

1. EMBASSY APPRECIATES POSITIVE COMMERCE RESPONSE TO OUR REFTTEL ON TONG YANG CEMENT PLANT AND RELATED QUESTION OF OBTAINING PROPER REPRESENTATION FOR U. S. FIRMS IN KOREA. AT THIS POINT WE WOULD SUGGEST DEFERRAL OF PROPOSAL TO SEND TO KOREA GROUP OF SENIOR US CORPORATE EXECUTIVES TO HANDLE SPECIFICALLY IDENTIFIED PROJECTS. WE HAVE IN PROSPECT THE US VISIT OF THE DEPUTY PRIME MINISTER AND OF KOREAN PURCHASING MISSION. FROM THESE VISITS WE AND THE KOREANS SHOULD LEARN MUCH ABOUT THE POTENTIAL FOR INCREASED US SALES WHERE. IN THE INTERIM, BEST MARKETING METHOD WOULD BE TO HAVE EXECUTIVES OF INDIVIDUAL FIRMS OR SPECIFIC INDUSTRY GROUPS COME TO KOREA FOR SEPARATE IDENTIFIABLE MAJOR PROJECT OPPORTUNITIES IN SUCH AREAS AS CEMENT, STEEL AND SHIPBUILDING.

2. \$22 MILLION TONG YANG CEMENT PLANT CONTRACT SIGNED WITH FULLER APRIL 30. THIS IS CONCRETE EXAMPLE OF HOW EMBASSY,
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 SEOUL 02829 042318 Z

EXIMBANK, U. S. FIRM EXECUTIVES AND U. S. FIRM LOCAL REPS CAN CAREFULLY COORDINATE TO DIVERT PIECE OF BUSINESS FROM EUROPEAN COMPETITORS TO THE U. S. THIS IS PATTERN WE WOULD HOPE TO REPEAT FOR OTHER MAJOR PROJECTS NOW BEING CONSIDERED FOR STEEL AND SHIPBUILDING, AMONG OTHERS.

3. WITH REGARD TO DIFFICULTIES FOR U. S. SUPPLIERS RAISED BY EISENBERG CONNECTION, WE ARE NOT SUGGESTING DIRECT DEALING IN THE SENSE THAT LOCAL REPRESENTATIVES BE ELIMINATED. IN MOST CASES , EVEN INCLUDING CONSTRUCTION ENGINEERING FIELD, SOME FORM OF LOCAL REPRESENTATION IS DESIRABLE TO MAINTAIN REGULAR CONTACTS WITH INDUSTRY AND GOVERNMENT FOR BUSINESS DEVELOPMENT. EMBASSY CAN AND WILL SUPPLEMENT THIS WITH THE KIND OF GOOD OFFICES THAT EMBASSY ALONE CAN SUPPLY. BUT WE DO NOT THINK IT ADVISABLE FOR U. S. FIRMS TO DEAL WITH TEN OR TWENTY PERCENTERS WHO INSERT THEMSELVES IN THE PICTURE AND EMPLOY UNETHICAL METHODS AS GO-BETWEENS. THIS IS WHY THE EMBASSY DOES NOT RECOMMEND THE EISENBERG CONNECTION. WE UNDERSTAND EXIMBANK SHARES THIS VIEW. WE BELIEVE COMMERCE SHOULD ALSO RECOMMEND DUE CAUTION TO U. S. BUSINESS FIRMS WHICH FEEL THEY MUST EMPLOY THE EISENBERG CONNECTION TO GET THE BUSINESS.

4. COMMERCIAL COUNSELOR GETSINGER WILL BE IN WASHINGTON FOR FEW DAYS WEEK OF MAY 7 ON PERSONAL BUSINESS AND WILL BE AVAILABLE TO DISCUSS THIS AND OTHER MATTERS WITH COMMERCE AND EXIM OFFICIALS CONCERNED.
UNDERHILL

LIMITED OFFICIAL USE
NMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 MAY 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973SEOUL02829
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730536/aaahtuo.tel
Line Count: 90
Locator: TEXT ON-LINE
Office: ACTION COM
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: A.STATE 80968, B.SEOUL 2548
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 26 NOV 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26-Nov-2001 by kelleyw0>; APPROVED <20-Dec-2001 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> mcm 971203
Subject: SELLING U. S. EQUIPMENT IN KOREA
TAGS: EFIN, ETRD, KS
To: COME
SAIGON
SECSTATE WASHDC
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005